An Asso ciation of Marketing S tudents

E-COMMERCE MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

SpeciSpecific Specific Performance Indicators Evaluated and Case Study Situation. You will have up to 30 minutes to Specific Perthis information and prepare your presentation. You may make notes to use during your presentation.
You will give an ID label to your adult assistant during the preparation time.
YouYou wYou wilYou will have up to 10 minutes to make your presentation to the judge (you may have more than one judge followedfollowed by up to 5 minutes to answer the judge's questions. All members of the teafollowed by up to 5 minutes to a presentation, as well as answer the questions.
Turn in all of your notes and event materials when you have completed the event.
NERAL PERFORMANCE INDICATORS EVALUATED Communications Communications skills the ability to exchange information an Communications skills the ability to exchange reading or listening
AnalyticalAnalytical skills the ability to dAnalytical skills the ability to derive Analytical skills the ability to derive frecommendations from conclusions
Production skills the ability to take a concept from an idea and make it real
Teamwork the ability to be an effective member of a productive group
Priorities/time management the ability to determine priorities and manage time commitments
Economic performance indicators

□□ The The event will be presented to The event will be presented to you through your in

SPECIFIC PERFORM ANCE INDICATORS EVALUATED

- Explain the nature of e-commerce.
- Explain the concept of merchandising.
- Discuss trends in e-commerce.
- Describe tools used in website creation.
- · Discuss capabilities of Internet/Web programming.
- · Identify speculative business risks.
- Explain costs associated with e-commerce.

State Event 2

CASE STUDY SITUATION

YouYou are to assume the roles of e-You are to assume the roles of e-coYou are to assume the roles of e-commerce consultants h interested in expanding the business beyond its current seasonal tourist trade through electronic commerce.

LAZYAZY DAYS was established 25 years was established 25 years ago in a small ocean side town by the owner weavingweaving rope hammocks for family and friends and selling them weaving rope hammocks for family and friends and sellin allowing the owner (judge) to retire from his/her other job and concentrate on the business full time 10 years ago.

AllAll of LAZY DAYS products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products with a 1 product with quality materials and come with a 1 product s are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 products are handcrafted with quality materials and come with a 1 product with a 1 product with a 2 p

LAZYAZY DAYS makes 95 makes 95% of it makes 95% of its annual income in the months from May to September. The owner (judge found found this to be stressful the pressure to mafound this to be stressful the pressure to make sales in workwork long hours for a short period of time and is interested in expanding the business. The owner (work long hours for a short if sales could be more consistent throughout the year, the pressure would lessen.

LAZAZYAZY DAYS, however, doesn t have a huge amount of money to invest in this expansion. The town, however, doesn t have a company scompany s reputation pany s reputation is wicompany s reputation is widespread, so opening another location in investment. Opening another outlet in a completely different location isn t possible due to logistics and investment. Opening since the company only sells six models of one product, (judge) is interested in what e-commerce can do for the business.

The The owner (judge) has asked you to The owner (judge) has asked you to determine ho The owner (judge) has asked you to determ execution execution and then execution and then to make a report. You will present your ideas to the owner (judge) in a meeting to be officeoffice of LAZY DAYS. The owner (judge) will begin the meeting by greeting you. The owner (judge) will begin the meeting by youyou have made the presentationyou have made the presentation and you have made the presentation and have answered the owner the meeting by thanking you for your ideas.

JUDGE S INSTRUCTIONS

YouYou are to assume the role of owner of LAZY DAYS HAMMOCK INC. You have hired an el. You have hired an electronic consultant team (pronsultant team (participant team) to provide advice on expanding the bubusiness through electronic commerce.

LAZYAZY DAYS was was established 25 years ago in a small ocean side town when you took up the hobby of weavin was established hammocks hammocks for famhammocks for family and friends and selling them to tourists. The product was and is a huge success, a to retire from your other job and concentrate on the business full time 10 years ago.

AllAll of LAZY DAYS pr products are handcrafted with quality materials and come with a lifetime guarantee. Tourists can comecome to watch thecome to watch the weavers make thcome to watch the weavers make the six different models of hammhammockhammock porch swing, the double hammock porch swing, the hammock deck chair and the child's sizedhammock porch deckdeck chair. All products cdeck chair. All products can be shipped for an additional charge. Customers can update of new products and changes mailed in April.

LAZYAZY DAYS makes 95% of its annual income in the mont makes 95% of its annual income in the months makes 95% of its annual bebe stressful the pressure to make your sales in be stressful the pressure to make your workwork long hours for a short period of time awork long hours for a short period of time awork long hours could be more consistent throughout the year, the pressure would lessen.

LAZYAZY DAYS, however, doesn t have, however, doesn t have a huge amount of, however, doesn t have a huge amount of money company scompany s reputation is widespread, so opening another location incompany s reputation is widespread, so opening investment. Opening another outlet in a completinvestment. Opening another outsincesince the company only sells six since the company only sells six models of one since the company only sells six models of interested in what e-commerce can do for the business.

YouYou have asked the consultants (participant team) to determine hoYou have asked the consultants (participant team) to determine createcreate a plan of execution and to present their ideas to you. The consultants (participants) wilcreate a plan of execution and to youyou in a meeting to take placeyou in a meeting to take place in the office of LAZY DAY (participant team) and asking to hear their plan.

After the initial presentation you are to ask the following questions of each participant team:

- 1. How much time and money will we have to invest in your plan?
- 2. How would people be able to find our site once we are online?
- 3. How can we measure the effectiveness of your ideas?
- 4. A visit to our factory is a very effective sales pitch. How can we get that same feeling on-line?

OnceOnce the consultants (participant team) have presented their ideas and have answOnce the consultants (participant team) conclude the session by thanking them for their work on this project.

You are not to make any comments after the event is over except to thank the participants.

JUDGING THE PRESENTATION

The The MaThe Management The Management Team Decision Making events were created by DECA in response to the career available for participants in these occupational areas.

The The participant team will first take a comprehensive exam based on knowledge of geneThe participant team will first take a coparticipant participant teams with a career interest in one of the occupational areas will analyze a case sitParticipant teams with a businessbusiness in the chosen occupational area. The participant tebusiness in the chosen occupational area. The participant teams with a make an oral presentation.

The The participant team will assume the role of a management team for th The participant team will assume the role of a manage The The role The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

PleasePlease place the participant team s name and identification number iPlease place the participant team s name and identificat Form (unless it has already been done for you).

During During the first 10 minutes of the interview (after introductions) During the first 10 minutes of the interview (after introductions/recommendations, decisions/recommendations, and the rationale behave isions/recommendations, and the rationale behave isions/recommendations, unless you are asked to respond.

During During the next 5 minutes you are to ask questions of the partiDuring the next 5 minutes you are to ask questions of the situation situation presented. Both members of each team situation presented. Both members of each team situation presented. Both must must ask each participant teamust ask each participant team the same questions (questions the standard questions, you must ask other questions specific to the current participant team.

AfterAfter the questioning period pleaseAfter the questioning period please that the partic completecomplete the Evaluation Form, making sure to record a score complete the Evaluation Form, making sure to record evaluation evaluation is one hundred (100) points. The presentation will be weigevaluation is one hundred (100) points. The presentation will be weigevaluation is one hundred (100) points. The presentation will be weigevaluation is one hundred (100) points.

AA score of Exceptionally Well Done in any category meaA score of Exceptionally Well Done in any category means A score very effective way; in effect, nothing more could be expected of an employee.

AA score of Well Done in any category means that, in your opinion, the informatA score of Well Done in any category means t may be a few minor problems or omissions, they are not significant.

AnAn Adequately Done score means tAn Adequately Done score means that the infacce ptability.

AA score of Little Value in any caA score of Little Value in any category means A score of Little Value in any category mean of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

AA No Value score means that the information presented is of no value. It is preA No Value score means that the information prhelp the presentation at all.

We'We hope you are We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions improving the event, please mention them to your event director.